

Regular Meeting

Agenda Item #	7
Meeting Date	June 14, 2004
Prepared By	Suzanne Ludlow, Community and Government Liaison
Approved By	Richard M. Finn, City Mgr.

Discussion Item	Authorizing Award of Citizen Survey Contract to National Research Center, Inc.
Background	<p>A key implementation step of the current year's Broadening Citizen Involvement/ Communications City Priority is the undertaking of a citizen survey. The survey is to measure citizen opinions of Takoma Park as a community; to measure citizen opinions of the quality of City customer service and of City services (with a special emphasis on the new community policing effort); to identify the sources citizens use to obtain information on City issues and services; and to identify if and how citizens would like to participate in City government and activities.</p> <p>A request for proposals was issued in early May and four proposals were received on May 24, 2004. The proposals were reviewed by a committee and follow-up questions for the firms were requested and reviewed. The review team consisted of Lonni Moffet (Communications); Carol Bannerman (Police); Andy Kelemen (Public Safety Citizens Advisory Committee); Sara Daines (Housing and Community Development); and Suzanne Ludlow (City Manager's Office). The review committee recommended that National Research Center, Inc. (NRC) be retained to work with a committee to undertake the Takoma Park citizen survey.</p> <p>Staff discussed the recommendation with the City Council at its worksession of June 7, 2004 and received direction to proceed with preparation of an ordinance authorizing the award of the contract to NRC.</p>
Policy	
Fiscal Impact	\$30,000 from FY04 Council Goals Budget
Attachments	Copy of NRC Citizen Survey Proposal
Recommendation	Approve Ordinance
Special Consideration	

Introduced By:

Single Reading: June 14, 2004

ORDINANCE NO. 2004-

**Authorizing City Manager to Negotiate a Contract
With the National Research Center, Inc.
To Undertake a Takoma Park Citizen Survey**

WHEREAS, a survey of the residents of Takoma Park regarding a number of topics, including perceptions of the community, perceptions of the quality of City customer service, and preferred means of obtaining information on City issues and services, was identified as an implementation step under the GY04 Broadening Citizen Involvement/ Communication Council Goal; and

WHEREAS, four firms responded to a Request for Proposals to conduct such a survey in May, 2004; and

WHEREAS, the proposal submitted by National Research Center, Inc. (NRC) was ranked highest in meeting the specifications included in the Request for Proposal and highest in meeting the needs of Takoma Park by a selection committee comprised of four City staff members and one member of the Public Safety Citizens Advisory Committee; and

WHEREAS, the cost of the NRC mail survey proposal with 6-page questionnaires in both English and Spanish is \$29,928; and

WHEREAS, NRC is agreeable to some negotiation over the price of the survey, depending on the process used, and the number and types of questions asked, which are yet to be determined; and

WHEREAS, the City would like to proceed with undertaking a citizen survey soon, before major community policing initiatives are announced and promoted, to provide a “pre-test” of community perceptions of safety and police service.

**NOW, THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF
TAKOMA PARK, MARYLAND THAT**

SECTION 1. The City Manager is authorized to negotiate and enter into a contract with National Research Center, Inc. of Boulder, Colorado to undertake a citizen survey for a price not to exceed Thirty Thousand Dollars (\$30,000); AND

SECTION 2. Funds for this project in the amount of Thirty Thousand Dollars (\$30,000) be charged to Budget Account No. 9000-7006.

Adopted this 14th day of June, 2004

AYE:

NAY:

ABSTAINED:

ABSENT: